

ABSTRAK

Penelitian ini dilakukan dengan maksud agar terjawabnya pengaruh *communication technology* terhadap *internal market orientation* dan *entrepreneurial marketing* serta pengaruh *internal market orientation* dan *entrepreneurial marketing* terhadap *communication technology* pada Artomorostore Surabaya. Adapun metodologi penelitian ini ialah deskriptif kuantitatif menggunakan pengujian hipotesis. Penelitian ini menggunakan 110 responden sebagai sampel dan menggunakan teknik Nonprobability Sampling. Sampel tersebut terdiri dari konsumen Artomorostore Surabaya kemudian data diambil menggunakan kuesioner. Hasil pengujian diperoleh *communication technology* berpengaruh signifikan terhadap *internal market orientation* dengan nilai sig. 0,000. *Communication technology* dan *internal market orientation* berpengaruh signifikan terhadap *entrepreneurial marketing* dengan nilai sig. masing-masing 0,000 dan 0,001.

Kata kunci: Teknologi Komunikasi, Pemasaran Kewirausahaan, Orientasi Pasar Internal

ABSTRACT

This examination was directed fully intent on noting the impact of correspondence innovation on inner market direction and enterprising promoting as well as the impact of inward market direction and pioneering showcasing on correspondence innovation at Artomorostore Surabaya. The philosophy of this exploration is illustrative quantitative utilizing speculation testing. This study involves 110 respondents as an example and utilizes the Nonprobability Sampling strategy. The example comprises of customers Artomorostore Surabaya then the information is taken utilizing a poll. The experimental outcomes got that correspondence innovation essentially affects interior market direction with a sig esteem. 0.000. Correspondence innovation and inward market direction fundamentally affect enterprising showcasing with a sig esteem. 0.000 and 0.001 . separately

Keywords :Communication Technology, Internal Market Orientation, Entrepreneurial Marketing